

**RESPONSE TO FCC INQUIRY  
KRNV NEWS 4 TELEVISION  
RENO, NEVADA**

**Local News**

- News 4 is committed to informing and educating viewers in our area.
- News 4 airs 31 news casts per week with 12% of our daily programming devoted to local news. 6:00 p.m. news on Sat. & Sun. has been added to our programming.
- Our website is used to enhance local news coverage by posting most of the stories that our reporters cover as well as posting stories that don't air during our newscasts.

**Local Public Affairs**

- Daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues are:
  - Nevada Newsmakers is a 30 minute show airing Monday – Thurs., hosting various political guests and community figures.
  - Lifelong Learning is a 30 minute early weekend show hosted by Educator, Rose Bullis. Public Affairs program.
  - “Community Update” - a 30 minute program which airs 1 time daily from 10a-5pm, as well as a one-time, overnight, 60 minute program.

**Creating or Selecting Programming**

- KRNV has an open door policy.
- Our web journalist goes through all of the scripts from our daily newscasts and posts online versions of various stories that have aired or are scheduled to air each day. He also posts every story supplied by the Nevada Division of The Associated Press and many national AP stories, most of which do not air during our newscasts due to time constraints.
- Local programming was pre-empted for:
  - All 3 presidential debates. Real Time Response was offered only by News 4, which polled viewer's opinion throughout the debate. News 4 invited a panel of Democrats, Republicans and Undecided local viewers to participate.
  - President & Vice-President visits. Presidential and Vice-Presidential candidate visits, as well as visits from incumbents and candidates wives.
  - 2004 Olympics
  - Fire coverage.
  - War coverage

### **Emergency Programming**

- We are frequently barraged with fires, earthquakes, avalanches and severe weather in the Sierras. When this occurs, our “Sierra Storm Team” is constantly breaking into local programming to inform viewers of hazardous conditions. This past summer, Carson City experienced a history-making fire which destroyed 7000 acres, 16 homes and 24 structures.
- During each major fire, News 4 broke into programming frequently and expanded newscasts for up to four hours at a time to keep the public informed.
- KRNV’s investment in ENG (Electronic News Gathering) or weather forecasting equipment is as follows:
  - Weather Genesis system from Weather Central, Inc. (WCI). We are looking into replacing our existing local reporting system.
  - ENG satellite truck capable of microwave shots.
  - 2 ENG vans with microwave.
  - 3 Laptop systems
  - 1 Portable microwave system
  - 6 Field cameras
- KRNV News 4 participates extensively in AMBER alerts or EAS as a Local Primary or Monitoring Station.

### **Political Programming**

- KRNV aired in their entirety, all three presidential debates. After each debate, News 4 provided one hour of local post-debate coverage. Each included Real Time Response which uses computer technology to gauge a panel of voter’s opinions of the debate while it was taking place. The show also provided Web chats and on-line instant polls and interviews with the Nevada politicians as well as the campaign advisors to both candidates.
- KRNV is the only station, in the Reno market, to have broken into programming and cover live in its entirety, the campaign visits and speeches of both President Bush and Democratic candidate, John Kerry. News 4 was the only station to cover every visit of any other surrogate to the presidential race when they visited Nevada. News 4 broke down key races and issues both prior to the primary, in September, as well as the general election in November. This analysis took place on the regular news casts, on Nevada Newsmakers which airs Monday thru Thursday at 12:30 p.m., and through a special partnership with the Reno Gazette Journal that allowed voters to get in-depth candidate comparisons on our web site.

- News 4 was the only local television station to spear-head a local voter registration campaign called “Make Something Happen”. Through our partnership with the Reno Gazette Journal and in full conjunction with the Washoe County Registrar of Voters, News 4 provided an ambitious 30-day campaign to register voters for both the primary and general elections. This campaign took place from July 7<sup>th</sup> through August 7, 2004, and was credited with adding thousands of voters to the election scrolls.
- KRNv.com enhances our on-air political coverage in many ways. We have partnered with our local paper, The Reno Gazette-Journal, in providing our on-line visitors with an in depth voter's guide, which provides voters with a head to head comparison of local, state and national candidates as well as giving them the ability to print a personalized ballot that they can take with them to the polls.
- Our website is also used to conduct on-line polls, host on-line chats during political events, like the Presidential Debates and elections as well as in depth political stories, locally and nationally, that would either be breezed over during a newscast or not covered at all.

#### **Civic, Cultural and Other Community-Responsive Programming**

- We air the nature show, “Wild America” as a 30 minute program once weekly.
- Children’s programs are aired 3 hours per week.
- Coverage of local events are as follows:
  1. News 4 broadcast its evening newscast live, in its entirety, from the grand opening of the Nevada Museum of Art.
  2. KRNv News 4 was the only television station to provide live, 3-hour single day broadcasts promoting the Reno Hot Air Balloon Races.
  3. News 4 provided the only comprehensive recap show of the areas only major, professional golf tournament – the Reno-Tahoe Open.
  4. Friday Night Football and Hometown Hoops – comprehensive coverage of the entire regions high school football and basketball season on News 4’s Friday, 11:00 p.m. Newscast from early September to early March.
  5. Local Starving Artists Sale

**KRNv News 4 airs approximately 100 PSA’s per week.**

- News 4 regularly canvasses the general public on issues which are important to them. Consequently, the results of these surveys have shown the major interest to be in homeland security, growth, educational issues and crime. News 4 regularly provides story coverage on these four major areas, including a now year-old, two times weekly franchise entitled “Crimebeat”. This program, in partnership with the Nevada Department of Parole and Probation has put over two dozen absconders back behind bars.

### **Music**

- Reno is an increasingly cultural community and News 4 goes out of its way to cover stories that feature local artists.
- The News Director and Anchors hosted “Pops on the River”, a major fund raiser and performance by the Reno Philharmonic Orchestra.

### **Station Participation in Community Affairs**

- Yearly sponsor Susan G Komen Breast Cancer Awareness
- News 4 sponsored “Klothes for Kids” which was a clothing drive for underprivileged kids have clothes to go back to school.
- Humane Society Telethon every March
- Make A Wish Monday
- Wednesday’s Child
- March of Dimes
- United Way
- Excellence in Education which recognizes outstanding teachers in the community.
- Class Act which recognizes students in the area who are involved in helping the community through volunteer efforts.
- The Jefferson Awards which recognizes outstanding citizens in the community who have helped someone through their kindness or volunteer efforts.
- United Blood Services – Holiday Heroes Coat Drive with various drop off points.
- Northern Nevada Food Bank – with several drop off locations for food donations.

### **Station Executives are on the Board of:**

- EDAWN (Economic Development Association of Western NV) – C.E.O./Vice-President, and the Station Manager serve on this Board.
- News Director serves on the board of the Care Chest of Sierra Nevada and is in the process of joining the Board of the Nevada Humane Society.

KRNV News 4 promotes causes not tied to particular organizations through regular news coverage and functions, such as:

- Get Fit With 4 which is a local outreach where we invite viewers to tell us why they want to Get Fit With 4. We work in conjunction with a local health club.
- We provide a “Community Calendar” monthly which is available on our website and discussed on-air, informing viewers of upcoming community activities, such as “Gift of Lights” which allows low income families to tour a Holiday Christmas tree and light display in the area at no charge.

KRNV News 4 helped provide school supplies for the entire school district through their sponsorship of “Stuff A Bus”.

While we do not promote or air “scholar bowl” shows, News 4, in partnership with the Reno Gazette Journal and Nevada Interscholastic Activities Association honors the areas top 10 scholar athletes at the end of each school year. These high school seniors receive recognition during stories on air as well as in the newspaper, and they and their families and coaches are honored at a dinner co-sponsored by all three organizations.

KRNV News 4 provides regular coverage on educational issues due to our already mentioned importance placed on the subject by viewers. News 4 dedicates a reporter to constantly check with the school districts for potential stories and through our Excellence in Education, Class Act, and high school supported programs which maintains regular contacts within the educational community.

Our website is used to promote community service/involvements in that each week we post an updated version of our News 4 Community Calendar, a list of area events that benefit local non-profit organizations. Also, whenever we cover a story on air where an organization is raising money for a worthy cause, we use our website to provide contact information for the organization.